

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <div style="text-align: center; font-size: 1.2em;">WITN-TV    Washington</div>	<b>Date:</b> <div style="text-align: center; font-size: 1.2em;">9-16-16</div>
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I, Bob Rossier

do hereby request station time concerning the following issue:

Public  
Affairs

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Schedule attached					

This broadcast time will be used by: NC Citizens for Patient Safety

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

NC Citizens for Patient Safety

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

Paul Rieker  
Bryant Murphy  
Matt Hatch

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

4/16-16      Bob Rosen (agent)      919 606 4057  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☒ Accepted in Part

☐ Rejected

Rosen                      Pam Henslee                      GSM  
Signature                      Printed Name                      Title

417767

**MEMORANDUM**

TO: WITN-TV Daniel Lowe  
[Witnsales@witn.com](mailto:Witnsales@witn.com)  
 FROM: Bob Rosser  
 Impact Strategies, Inc.

DATE: 9/9/2016

RE: NCCPS

AD LENGTH: :30  
 BEGIN DATE: 9/19/2016  
 THRU DATE: 10/7/2016

TIME	NAME	DAYS	# SPOTS PER DAY	NUMBER OF DAYS	TOTAL SPOTS	COST/SPOT NET	COST/SPOT GROSS	NET COST	GROSS
<b>Sept 19-23</b>									
7-9a	Today Show	M-Th	2	4	8	\$361	\$425	\$2,890	\$3,400
6-6:30p	WITN News	M-Th	2	4	8	\$659	\$775	\$5,270	\$6,200
<b>Sept 26-30</b>									
7-9a	Today Show	M-Th	2	4	8	\$361	\$425	\$2,890	\$3,400
6-6:30p	WITN News	M-Th	1	4	4	\$659	\$775	\$2,635	\$3,100
<b>Oct 3-7</b>									
7-9a	Today Show	M-Th	1	4	4	\$361	\$425	\$1,445	\$1,700
6-6:30p	WITN News	M-T, Th	1	3	3	\$659	\$775	\$1,976	\$2,325
						<b>35</b>		<b>\$17,106</b>	<b>\$20,125</b>

\*\*\*\*\*TRAFFIC INSTRUCTIONS\*\*\*\*\*  
 100% "Murphy"